

# Santa Claus Is Now In Charge Of The Cable Piano Co.'s \$100,000 Stock Sale



## This is the Big Bargain Event of the Holiday Season Rapid Selling is the Rule

When we bought the stock and good will of the Cable Piano Co. we did so on better terms and at lower prices than probably any like transfer was ever made.

### The New Richmond Firm--THE CORLEY COMPANY

Therefore immediately determined to celebrate the change in ownership by giving to our friends, and a loyal public in Richmond, and in Virginia and North Carolina the full benefit of the big deal and so offer

## The Entire Cable Piano Co. Stock

Pianos, Inner-Players, Player Pianos, Organs, Sheet Music, Cabinets, Folios, Albums, Books

And a multitude of Musical Merchandise, Small Musical Instruments, Etc., Etc., at  
**Unprecedented Discounts from Usual and Regular Prices**

## 20%, 30%, 40%, 50%, 60% on Time, and 10% Extra for Cash

These Big Discounts Apply Strictly to Present Stock, and Will Positively Not Be Allowed on Any of the Cable or Schubert Line of Pianos to Be Received in the Future

## NEW PIANOS AND PLAYERS ARE INCLUDED---THE ENTIRE STOCK

### Small Musical Merchandise

Heavy discounts have been made in this department, which contains a multitude of various articles--A general discount of 30 per cent. to 50 per cent. applies to all this stock, although in some of the items a much deeper cut is made.

\$1.00 Guitars for \$3.50; \$25.00 Guitars for \$12.50.

\$4.00 Banjo for \$2.00; \$15.00 Banjo for \$7.50.

\$10.00 Violin for \$5.00, and up at same discounts.

\$4.00 Mandolin for \$2.00; \$37.50 Mandolin for \$18.75.

\$1.50 Bugles for 75c; \$4.00 Bugles for \$2.00.

\$2.00 Music Satchels for \$1.40; \$12.00 Music Satchels for \$8.40.

\$1.50 Music Rolls for \$1.05; \$3.50 Music Rolls for \$2.45.

### Mason & Hamlin

No discounts or cut of price is ever made on new pianos of this make. However, we have several slightly used Mason & Hamlin Pianos which we offer at this sale.

These instruments are in excellent condition, and will be sold subject to the same large discounts as are quoted in connection with this entire stock. They are veritable sacrifices, but our determination to make this in reality a thorough clearance of the great Cable Piano Co.'s stock causes us to include them at this time.

### Churches in Virginia and North Carolina

We offer our stock of Mason & Hamlin Church Organs, ranging in price from \$110.00 to \$1,100.00, at a discount of 20 per cent. for long term payment, with a further 10 per cent. discount for cash or short time settlement. We will ship on fifteen days' approval, freight paid. If not entirely satisfactory, return at our expense.

We have a number of Parlor Organs, second hand, from \$10.00 up.

### Pianos and Player-Pianos

Will be shipped prepaid to any point in Virginia or North Carolina subject to the approval of the buyer.

**BUY NOW.** Delivery made to suit, and if you are not satisfied, return at our expense.

## It is a Glorious Christmas and Clearance Sale

Just prior to closing the deal between the Cable Piano Company and their successors, the Corley Company, several large orders were under construction in the factories of the Cable Company, and were booked for shipment to Richmond.

This stock has arrived and is now on sale. There are several carloads of the famous DeKOVEN, manufactured according to certain specifications made by us, and the DeKoven has been sold on this market for years at the fixed and definite price of \$250.00.

We are offering this special shipment for \$200.00 on time contract and \$180.00 cash. Remember, this piano will positively not be sold at these prices after this sale.

## You Will Never Have Another Chance Like This To Buy New Pianos at Such Sacrifice Prices

If You Ever Intend to Buy a Piano Now is Your Real Opportunity

**New \$350 Cambridge Pianos.**  
40 per cent. off regular price.  
Transfer Sale, long time, \$210.00.  
Transfer Sale, CASH or short time **\$189.00**

**New \$250 DeKoven Pianos.**  
20 per cent. off regular price.  
Transfer Sale, long time, \$200.00.  
Transfer Sale, CASH or short time **\$180.00**

**New \$350 Schubert Pianos.**  
20 per cent. off regular price.  
Transfer Sale, long time, \$280.00.  
Transfer Sale, CASH or short time **\$252.00**

**NEW \$300.00 EVERARD PIANOS--LESS THAN HALF PRICE**  
Double veneered mahogany case. Genuine ivory keys. Best nickel pedals. Standard action. Full metal frame. Beautiful tone. Excellent lasting qualities. A Piano that will give great satisfaction. This Piano is a bargain at the regular price, and a positive money-saver at the price quoted for this sale.  
Transfer Sale, long time, \$180.00.  
Transfer Sale, CASH or short time **\$144.00**

**New \$275 Cabinet Grand Pianos.**  
30 per cent. off regular price.  
Transfer Sale, long time, \$192.50.  
Transfer Sale, CASH or short time **\$163.63**

**The New Scale Kingsbury Pianos.**  
Regular Price \$350.00 and \$375.00.  
20 per cent. off regular prices.  
Transfer Sale, long time, \$280.00 and \$300.00.  
Transfer Sale, CASH or short time **\$252 and \$270**

**New \$250 Upright Pianos.**  
30 per cent. off regular price.  
Transfer Sale, long time, \$175.00.  
Transfer Sale, CASH or short time **\$157.50**

**New \$275 Wellington Pianos.**  
20 per cent. off regular price.  
Transfer Sale, long time, \$220.00.  
Transfer Sale, CASH or short time **\$198.00**  
A few \$300.00 Wellington Pianos at equal reductions.

**Exquisite Cable Baby Grand Pianos.**  
Regular Price \$650.00. Mahogany Art Case.  
Transfer Sale, long time, \$455.00.  
Transfer Sale, CASH or short time **\$409.50**

**New Cable Pianos.**  
Regular Price \$400.00 and \$450.00.  
Transfer Sale, liberal terms, \$320.00 and \$360.00.  
Transfer Sale, CASH, \$288 and \$324  
quick settlement . . . . .

**New Conover Pianos.**  
Sold Everywhere at the Same Standard Prices, According to Size and Style.  
Regular prices. \$450.00 to \$575.00  
Long time price \$405.00 to \$517.50  
Cash Prices **\$364.50 to \$465.75**

### Sheet Music, Music Books, Albums and Folios

You can find everything in musical literature in the big Cable Piano Co.'s stock, from Sheet Music at 5c to the highest class compositions. The new Descriptive March, "Napoleon's Last Charge," arranged by E. T. PAUL (formerly of Richmond), composer of the famous "Ben Hur Chariot Race" March, etc.,

**19c a Copy**

Publishers' price, 50c copy. Positively one of the greatest marches ever written. You can hear the bugle calls, soldiers marching, cannonading, horses galloping, clash of arms, death in sunken trenches and the panic-stricken army in rout and defeat.

### Music Teachers

should take advantage of the special discounts offered by this sale to lay in a stock of instruction books for Piano and the Voice.

Our stock consists of the best editions of teaching material--Schirmer, Peters, Ditson, Wood and Church editions--from which to make your selection.

Instruction Books for all Musical Instruments.

### 101 Songs, 10c

Book of Words and Music.

This remarkable book gives you an attractive collection of songs covering a wide range. Many of the old familiar folk songs are included. The list takes in songs adapted to the home, school or meeting, from "The Wedding March from Lohengrin" to the great football song, "Boola." It is a special collection of old favorite melodies that grip the heart, and the entire 101 Songs, words and music, are yours for only 10c. Mail orders shipped day of receipt.

### 50c to \$1.50 Player Music Rolls REDUCED TO 35c a Roll

We have several hundred pieces of Player Music, practically as good as new--only spotted on the ends by finger prints from demonstration use, etc.--and these rolls are regularly sold at from 50c to \$1.50. They are included in this Cable Piano Co.'s Stock Clearance Sale at 35c a roll. The stock includes light, classic and opera selections, popular and dance music. Come early and share in this special offering.



### \$25,000 Stock of Victors and Victrolas

No cash down. Then only small weekly or monthly payments. Pay cash only for the Records you get.

Come down and hear the various styles in our Victor Department. Victrolas from \$15.00 to \$400.00. If there's one there you like, have it sent home. Pay only for the records you select. In a month begin paying a little each weekly or monthly until the instrument is paid for. If you don't want the Victor now, we will reserve it and deliver it at Christmas. There is likely to be a shortage of Victrolas this year, as there was last season. Make your selection now while our stock is full.

### SLIGHTLY USED PIANOS Bargains That Will Be Eagerly Sought After

One \$450 J. & C. Fischer Piano--Full size cabinet, upright, rich rosewood case; slightly used; \$225.00 on time; CASH **\$202.50**  
One \$400 Chas. Bros. Piano--Ebony case, slightly used, but in excellent condition; \$160.00 on time; CASH **\$144.00**  
One \$350 Kingsbury Piano--Full size upright; slightly used; case shows a scratch or two, but otherwise all right; carries the full factory warranty; \$245.00 on time; CASH **\$220.50**  
One \$400 Cable Piano--Probably one of the very best values we have offered. New model upright; slightly used; \$280.00 on time; CASH **\$252.00**  
One \$300 Wellington Piano--Slightly used upright; good for long and satisfactory service; \$180 on time; CASH **\$162.00**  
One \$400 Schubert Piano--Used, but now in fine condition; a real bargain; \$200.00 on time; CASH **\$180.00**  
One \$300 Eastern Make Piano--Mahogany upright, full size, ivory keys; best nickel finish; \$180 on time; CASH **\$162.00**

**Only a Few Shopping Days--Then Christmas--Buy Now**  
If you want us to hold goods and deliver for Christmas, we will gladly and promptly do so.

# The Corley Company

Successors Cable Piano Company.

213 East Broad Street.